

Q3

What do you mean by Electronic Data Interchange (EDI). What do you mean by Competitive Strategy is E.C.

Ans

EDI is the electronic interchange of business information using a standardized format a process which allows one company to send information to another company electronically rather than with paper.

- Competitive strategy refers to how a company competes in a particular industry and seeks to gain a competitive advantage over its rivals. (Porter 1980)